GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3365
ANSWERED ON:06.12.2016
CCE Agri Mobile Application
Ranjan (Pappu Yadav) Shri Rajesh

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether CCE Agri Mobile Application has been launched by the Government on the Google Play Store and if not, the time in which it is likely to be launched;

(b) the details of the language options which the app is likely to offer;

(c) the details of the concerned authorities/organisations which are responsible for conducting the CCEs on behalf of the farmers;

(d) the total number of crop damage assessment complaints which have been filed so far through the mobile app along with the action taken by the concerned authority or the insurance companies to address these complaints and the details thereof State-wise; and

(e) the details of the marketing methods employed by the Government for the advertisement and the promotion of the PMFBY along with the total estimated expenditure incurred by the Government on these methods?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

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(a) to (c): 'CCE Agri App', developed by Ministry of Agriculture & Farmers Welfare to help the States/UTs in speedy dissemination of Crop Cutting Experiments (CCEs) data, based on which the yield data are arrived to workout admissible claims by insurance companies under Pradhan Mantri Fasal Bima Yojana (PMFBY), is available on Crop Insurance portal − www.agri-insurance.gov.in for specific use by concerned Government officials in English language. Further, the app will be offered in Hindi and other regional languages. Mainly Directorate of Economics and Statistics, Revenue Department and Agriculture Department are involved in conducting of CCEs in their States/UTs.

Contdâ€¦2/-

(d): CCE Agri App is used to forward the yield data collected through CCEs alongwith picture, time and date of experiment by the State Governemnt officials concerned/authority to expedite early submission of yield data to insurance companies for settlement of crop insurance claims only from Kharif 2016.
(e): To enhance the awareness about Crop Insurance Schemes among all the stakeholders Governments (both State and Centre) and insurance companies have undertaken a comprehensive publicity and awareness programme to educate the farmers about the benefit of crop insurance schemes. The salient activities under awareness campaign involve the publicity of features & benefits of the scheme through advertisements in leading National/local News Papers, telecast through audio-visual media, distribution of pamphlets in local languages, participation in agriculture fairs / mela / goshti and organization of workshops / trainings and SMS through Kisan Portal etc. State Governments/UTs have also been regularly persuaded to increase the coverage including notifying more crops under crop Insurance schemes. One day seminar/kisan fair have also been organized at various Krishi Vigyan Kendras (KVKs) throughout the country. Besides States and insurance companies, an expenditure of about Rs. 32.5 crore has been made by the Department of Agriculture, Cooperton and Farmers Welfare for promotion/awareness of PMFBY so far.

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